



TAHLEQUAH
AREA CONVENTION AND
VISITORS BUREAU

Agenda

Tahlequah Area Convention and Visitors Bureau Regular Meeting
Thursday, January 12, 2017 @ 8:00 a.m.
Tahlequah Chamber of Commerce
123 Delaware Tahlequah, OK 74464



Mission: The Tahlequah Convention and Visitors Bureau will develop and implement tourism promotion strategies and leverage partnerships to maximize economic growth for the area.



Vision: To foster tourism as a mechanism for economic growth in the Tahlequah area by showcasing our unique heritage, culture, natural beauty and small town charm.

1. Call to Order/Roll Call
2. Introduction of Guests
3. TACVB Director's Report (Thomas Gardner)
4. Consideration, vote to approve, amend, discussion, or take other action on the Minutes of the December 8, 2016 regular meeting.
5. Discussion and possible action regarding outcomes or other action on FY 2016-2017 Budget Update.
6. Discussion and possible action regarding outcomes or other action on tourism Financials. (Kelly Robertson/Laura Doss)
7. Discussion and possible action regarding outcomes or other action on, December 8, 2016 Strategic Planning session.
 - a. Marketing Plan 2017 – 2019 (Nancy Garber)
 - b. Goal Setting 2017 – 2018 (Amanda Pritchett & Genny Maiden)
8. Discussion and possible action regarding outcomes or other action on Mobile Visitor Center.
9. Consideration, vote to approve, amend, discussion, or take other action on the purchase of insurance for Mobile Visitor Center.
10. Discussion and possible action regarding outcomes or other action on TACVB Rules of Operation. (Genny Maiden)
11. Consideration, vote to approve, amend, discussion, or take other action on the purchase of an iPad to collect tourist data.
12. Committee Reports
 - a. Governance/Finance (Amanda Pritchett & Genny Maiden)
 - b. Marketing (Nancy Garber)
 - c. Community Engagement (Rusty Clark)
13. Homework assignment discussion: **What community/business organizations are you involved with?**
14. Discussion on Tour Tahlequah upcoming events
15. Chamber Report (Laura Doss)
16. New/Unforeseen
17. Announcements
18. Adjourn